

## **Export Assistance**

The Office of International Trade (OIT) of the Indiana Department of Commerce is committed to helping small and medium sized Indiana companies expand into global markets. This commitment rests on three objectives:

- Increasing the awareness of the importance of international trade.
- Providing education and training to Hoosier companies.
- Helping those firms incorporate export sales into their long-term growth strategy.

OIT offers many programs and services to encourage the international growth of its businesses and industries:

- International trade specialists offer free expertise in all areas of export sales and marketing.
- A variety of financial assistance and counseling makes it possible for companies to expand into foreign markets.

### ***Resources Available To Indiana Exporters***

#### **Indiana Overseas Offices And Geographic Trade Specialists**

OIT has established 13 international offices in strategic locations throughout the world. Each office has a corresponding, Indianapolis-based, geographic trade specialist which serves as the business liaison to that office. Please contact one of the following people for assistance at (317) 233-3762.

##### **Asian Group**

Indianapolis-based trade specialists work with corresponding offices in Japan, Korea, Taiwan, China, Australia and a liaison office in Singapore. For assistance with these offices, please contact Lily Peng at [lpeng@commerce.state.in.us](mailto:lpeng@commerce.state.in.us)

##### **Canada/Eastern Mediterranean/South Africa Group**

Indianapolis-based trade specialist works with offices in Canada, the Eastern Mediterranean and South Africa.

For assistance, please contact Nan McKenna at [nmckenna@commerce.state.in.us](mailto:nmckenna@commerce.state.in.us).

##### **Europe Group**

Indianapolis-based trade specialist works with the office located in Amsterdam, The Netherlands. This office assists with inquiries in Western & Eastern Europe. For assistance in Europe, please contact our office at [nmckenna@commerce.state.in.us](mailto:nmckenna@commerce.state.in.us).

##### **Latin America Group**

Indianapolis-based trade specialist works with offices in Mexico, Brazil, and Chile. For assistance with these offices please contact Paula VanDeVanter at [pvande@commerce.state.in.us](mailto:pvande@commerce.state.in.us).

##### **Agriculture and Foods Specialist**

Through a joint effort with the office of the Commissioner of Agriculture, an Indianapolis based trade specialist promotes the sale of Indiana's processed foods and agricultural products worldwide. For assistance contact Andres Lelong at

[alelong@commerce.state.in.us](mailto:alelong@commerce.state.in.us).

A complete list of Indiana's Foreign Trade Offices and responsible trade specialists is available. Go to: [http://www.in.gov/doc/businesses/IT\\_ForeignOffices.html](http://www.in.gov/doc/businesses/IT_ForeignOffices.html)

### **Trade Show Assistance Program**

The TSAP was designed to assist small Indiana companies with exhibiting their products at overseas trade shows. Eligible companies are reimbursed 100% of exhibit space rental for exhibiting their products at a trade show outside of the United States. Maximum reimbursement is \$5,000 and companies may only use the program one time per state fiscal year (July 1 thru June 30). Go to: [http://www.in.gov/doc/businesses/IT\\_TSAP.html](http://www.in.gov/doc/businesses/IT_TSAP.html)

### **Trade Finance**

Through a direct link with the Export-Import Bank of the United States (Ex-IM Bank), OIT's clients can receive information on Ex-Im Bank guarantees, loans and export credit insurance. Go to: [http://www.in.gov/doc/businesses/IT\\_TFA.html](http://www.in.gov/doc/businesses/IT_TFA.html). Please contact our office at (317) 233-3762.

Often, Indiana exporters are concerned about the credit worthiness of potential foreign buyers. OIT has developed a partnership with STA Collect to provide affordable access to international credit risk reports.

#### **Foreign Buyer Credit Report**

STA Collect offers credit reports to OIT clients providing a historic financial summary of their buyers in order to determine credit worthiness and risks associated with future payments. STA Collect's partnership with Graydon America allows them to charge a nominal fee to OIT clients for this service. Please contact our office for more information (317) 233-3762.

#### **International Credit Collections**

STA Collect also provides credit collection services for non-payment of international purchase agreements. STA Collect will help your company avoid many of the time and financial resources required to pursue payment from international customers unwilling to honor their sales agreement. STA Collect's international network will conduct international collections on your behalf for a portion of the sales agreement amount. Please contact OIT for more information (317) 233-3762.

### **Export Questions**

OIT has a number of Fact Sheets available to help answer some of the more common questions about exporting. For available topics go to: [http://www.in.gov/doc/businesses/IT\\_FactSheet.html](http://www.in.gov/doc/businesses/IT_FactSheet.html).

Additional export resources can be found on other sites. Go to: <http://www.in.gov/doc/links/index.html>

### **Honorary Indiana Ambassador Program**

The Honorary Indiana Ambassador Program is designed to recognize Hoosiers traveling abroad due to their unique talents or abilities. Honorary Indiana Ambassador is a title that can be used for the duration of the time spent out of state. Applicants must be residents of Indiana

and may apply up to three times per year. Persons traveling for pleasure or personal business are not eligible for participation. Please contact Paula VanDeVanter at (317) 232-8845 or [pvande@commerce.state.in.us](mailto:pvande@commerce.state.in.us) for more information.

### **Register With OIT**

Indiana businesses that would like to work with the Office of International Trade are requested to complete a Client Profile Form. This form will assist our division and overseas offices to become familiar with your company's organization, export experience and needs. Your company will also be included in our database and on our mailing list to receive trade leads and relevant market information. After the Client Profile is reviewed by our staff, a trade specialist will contact you to discuss how the Office of International Trade can assist you in your export efforts. Please complete the form (download: [http://www.in.gov/doc/businesses/PDFs/Client\\_Profile.pdf](http://www.in.gov/doc/businesses/PDFs/Client_Profile.pdf)) and return it along with three copies of your product literature.

### **Agent/Distributor Search Service**

All of OIT's overseas offices are able to perform Agent/Distributor Searches (ADS). In order to do this, we ask that companies interested in this service complete an ADS Request Form. Please return this form and a current Client Profile to our office with several copies of your brochures. Companies will need to send additional sets of literature to the respective foreign trade office. An international trade specialist will be in touch with shipping instructions.

- ADS Request Form  
Download: <http://www.in.gov/doc/businesses/PDFs/ADS.PDF>
- Client Profile  
Download: [http://www.in.gov/doc/businesses/PDFs/Client\\_Profile.pdf](http://www.in.gov/doc/businesses/PDFs/Client_Profile.pdf)

### **Export Statistics**

On a quarterly basis, OIT publishes Indiana's export statistics. Produced in cooperation with the Indiana University, Kelley School of Business, Global Business Information Network (GBIN) (<http://www.gbin.org/>), Cinergy (<http://www.cinergy.com/>), and the Indiana Export Report (<http://www.in.gov/doc/publications/NewQuarterlyExportReport/index.htm>) data is available on-line or you may request a copy of the report from the Office of International Trade.

Department of Commerce Regional Information Map  
([http://www.in.gov/doc/regional\\_offices/index.html](http://www.in.gov/doc/regional_offices/index.html))  
Access contact, geographic and statistical information on each of the 12 regions.

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